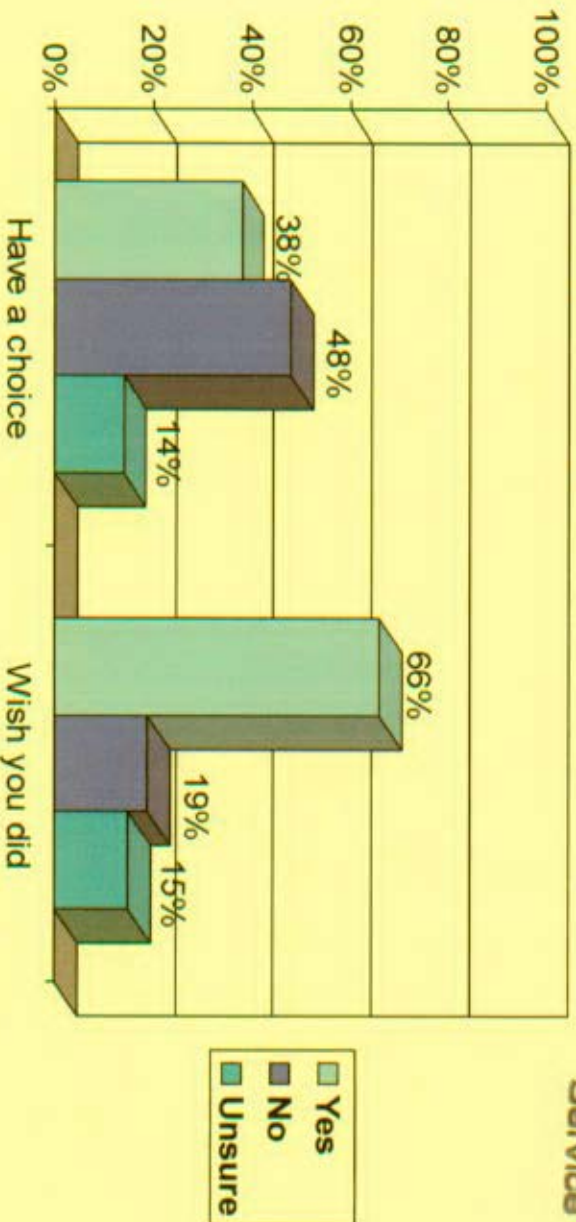


Do you have a choice of landline providers in your area?

(If NO) Do you wish you DID have a choice?



FILED

JUL 29 2004

Missouri Public
Service Commissioner

Exhibit No. 27
Case No(s) 10-2602-0201
Date 7-29-04 Rptr xx

Survey of Rural Consumers - Western Wireless Markets

Cellular Phone Usage and Wireline Displacement
Exhibit

Survey Overview -

- 1,000 online surveys completed with consumers in rural portion of Western Wireless footprint in early June.
- Wireless users were asked questions about their wireless and landline usage.

Key Data Points -

- Currently, 16% of respondents feel that they will eventually replace their wireline phone with wireless. [See Chart 1]
- One in three respondents claim that their cellular phone is their primary phone for most communications. This has jumped 10% since the survey was conducted in 2002. [See Chart 2]
- When this survey was conducted in 2002, 2% of respondents claimed that their wireless phone was their only phone. In 2004, that number climbed to 9%. [See Chart 3]

CHART 1

Provided there is reliable wireless service in your area, do you see yourself eventually replacing your landline phone with wireless: using a cell phone ONLY?

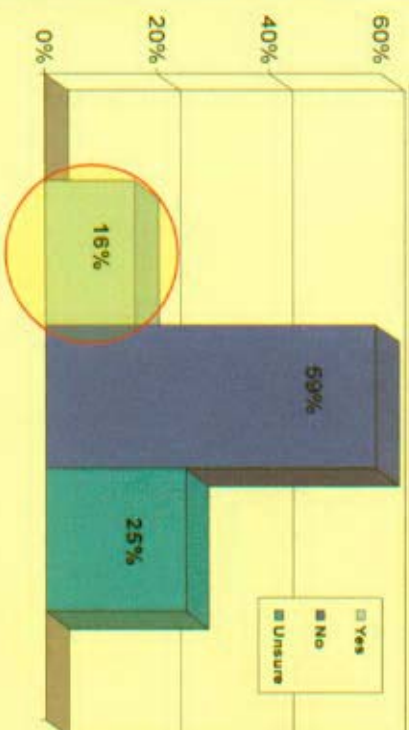


CHART 2

Which would you say is your primary phone, for most of your communications?

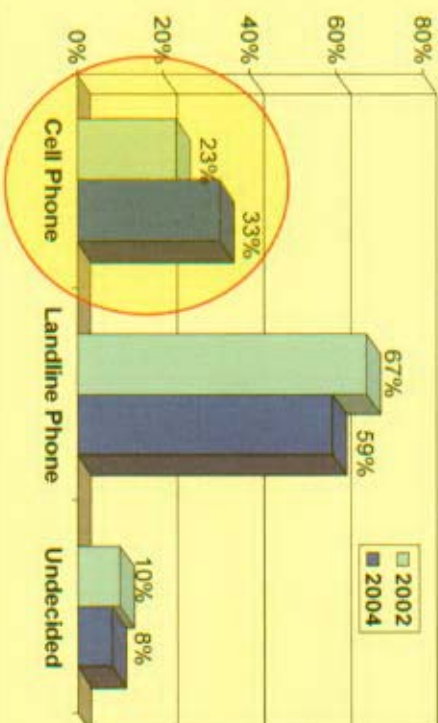


CHART 3

Compare your cell phone usage to usage on your regular landline or "home" phone?

